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ABSTRACT

As the second in a series of eight reports detailing the findings of a community telephone survey conducted by the Coast Community District in 1980, this three-part report examines study findings related to the extent to which the District's marketing information reaches community residents and the degree to which residents take advantage of District programs. The first section of the report assesses respondents' familiarity with the District's three colleges. Major findings in this section reveal that 99% were familiar with at least one of the colleges and that 54% were familiar with all three. The second section identifies the information sources through which the respondents learned about the colleges. Findings presented here indicate that the four most commonly used sources were brochures (79%), class schedules (47%), personal contact (17%), and newspapers (10%). The final section of the report details the percentage of respondents who had attended one of colleges and their satisfaction with their college experience. Findings presented in this section reveal that 48% had either formerly attended a District college or were currently attending one. Each of the report's sections examines the statistical correlation of the findings with varying demographic characteristics of the respondents. (JP)

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COAST COMMUNITY COLLEGES
COMMUNITY TELEPHONE SURVEY 1980

REPORT NUMBER 2

THE COAST MESSAGE

JC 810 219

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COAST COMMUNITY COLLEGES
Community Telephone Survey
1980

THE COAST MESSAGE:

An examination of the extent to which basic marketing efforts are reaching the community.

Dennis G. Butler
Associate Dean, District Research

The Coast Community Colleges, 1370 Adams Avenue, Costa Mesa, CA 92626

This is the second report in a series of eight reports based on findings from the 1980 Community Telephone Survey. The focus of this report is on the effectiveness of the District's marketing efforts.

The relationships displayed in this report are primarily those which emerged from the data analysis as being statistically significant. As with the other reports from this series, the information presented in this document is intended to serve a wide audience. The data are presented in simplified tables or graphs using whole percentages. Those readers who are interested in more detailed statistical factors or analyses which may not be presented in the published report are invited to contact the District Research Office at 1370 Adams Avenue, Costa Mesa, California 92626, (714) 556-5000.

Dennis G. Butler
Coast Community College District
February, 1981

CONTENTS

Introduction 1

College & District Recognition Factors 3

Sources of Information About Programs & Services 9

Coast College Attendance 13

In Summary 19

INTRODUCTION

The information presented in this report is based on findings from the 1980 Community Telephone Survey conducted by the Coast Community Colleges. The title of this report, "The Coast Message," refers to the combined efforts of the District Office and the three colleges to provide the community with information about the programs, services and opportunities that are available at the Coast Community Colleges. This report examines the success of those efforts.

The potential "customers" of a community college are all part of the diverse population of individual adults living in the community. As such, we cannot expect them to have uniform needs nor can we require them to take advantage of our programs and services. It is necessary, therefore, to direct communications to the community which will provide our potential "customers" with information about the "products" we offer. If we intend to be responsive to the needs of the community, we must provide district residents with materials which will help them make informed choices; we must deliver the "Coast Message." One objective of the 1980 Community Telephone Survey was to develop a better understanding of the individuals who make up our community and how they respond to our basic marketing efforts.

The principal areas of concern for this report are recognition factors for the individual colleges and the District entity, the avenues by which our marketing information reaches the community, and attendance at our colleges. The responses from the survey for each of these areas of concern were analyzed in relationship to the demographic characteristics of the survey respondents in an effort to discover any differences in the way certain types of people respond to our marketing efforts. For the most part, the relationships displayed in this report are those which emerged from the analysis as being statistically significant. This means that we are able to determine through statistical testing that the trends or tendencies suggested by the data were strong enough that they would be highly unlikely to occur purely by chance.

That is, the odds are very much against the possibility that we just happened to sample a particular group of people who were different from the total population. The reader may notice that some of the tables and figures in the report include a small statement that looks like "**p** less than .01." This means that there is less than one chance in a hundred that the relationship could have occurred purely by chance.

What can all of this information do for us? Hopefully, it can help us improve the effectiveness of our communications with the community which will, in turn, improve our service to the community. On the following pages the reader will find many new insights, provided by the community, as to the effectiveness of the "Coast Message."

COLLEGE AND DISTRICT RECOGNITION FACTORS

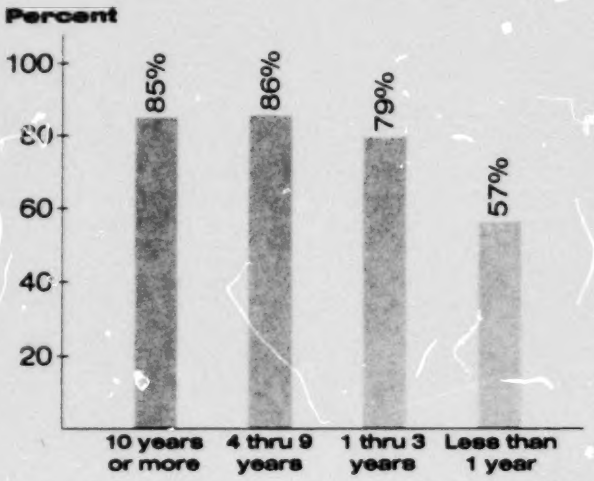
One important objective of the 1980 Community Survey was to determine how well we are getting "The Coast Message" to the community. One measure of effectiveness is the extent to which community residents are aware of our three colleges and the District. In general, the findings from this part of the survey were most gratifying.

District Recognition

Overall, the District entity enjoyed a high level of recognition among community residents. Eighty-two percent of the respondents indicated they had heard of the Coast Community College District prior to the survey. Generally, District recognition was unrelated to demographic characteristics. There were no significant differences in recognition by such variables as Geographic Area, Gender, Age Group, Ethnicity or Income. However, District recognition did prove to be related to Time in Orange County and Education Level.

District Recognition & Time in Orange County

Figure 1
District Recognition by Period of Residence in Orange County

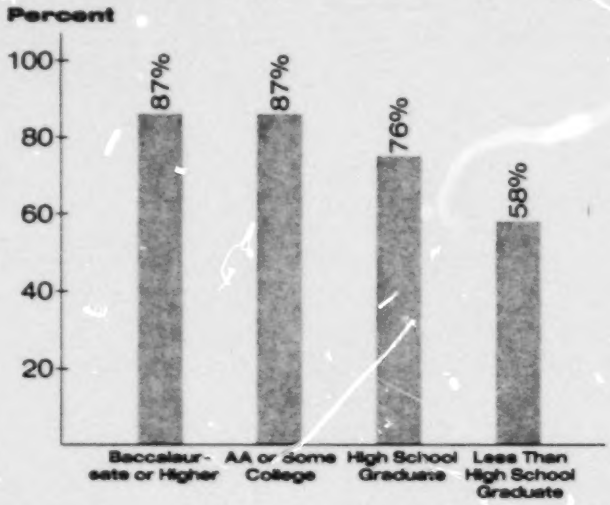


p less than .0001

It was not unexpected to find that recognition of the Coast Community College District increased with the length of time respondents have resided in Orange County. There appears to be a maximum level of District recognition (about 85%) which is reached among those living in the area for four years or more. District recognition quickly approaches maximum level with increased time of residence. More than half of the new residents, those living in Orange County for less than one year, had heard of the Coast Community College District, while nearly four out of every five in the "1 thru 3 year" group were aware of the District. The high overall level of District recognition and the rapidity with which it is reached are encouraging. There appears to be potential for improving District recognition among new residents as well as seeking to extend the maximum recognition level beyond 85%.

District Recognition & Educational Level

Figure 2
District Recognition by Highest Education Completed



p less than .0001

Those respondents with some college experience were the most likely to have heard of the Coast Community College District. District recognition was particularly low among those whose education level was "Less than high school graduate." While this group represents a relatively small proportion (7%) of the total sample, this finding still suggests that those with less than a high school education are the least likely to be aware of the District and, therefore, less likely to be aware of the potential help the District could provide them.

College Recognition

In general, college recognition was reported to be quite high within the Coast Community College District. Nearly all of the respondents (99%) indicated that they were familiar with at least one of the District's three colleges. Only 1% of the sample had not heard of any of the three colleges. Three-fourths of the respondents indicated they were familiar with at least two of the colleges and more than half reported they were familiar with all three. Overall, these findings indicate that the promotional efforts of the individual colleges are highly successful. The fact that 54% of the respondents were familiar with all three colleges is encouraging, but also suggests there is an opportunity for more promotional efforts which link all three colleges together.

Figure 3
Familiarity with Colleges
Percentage of Respondents Familiar with:

At Least One College
99%

Two or More Colleges
76%

All Three Colleges
54%

There was a marked difference in individual college recognition by the overall sample. As shown in Table 1, more than twenty percentage points separated the highest and the lowest recognition levels. This recognition pattern appears to reflect the different time periods since the founding of the individual colleges. While there were relative differences in recognition by college, it is worth noting that even the college with the lowest recognition level was recognized by better than three out of every five respondents.

Individual college recognition factors were examined in relationship to the demographic variables in order to isolate any particular characteristics that might be associated with differences in college recognition. Three factors proved to be related to variation in individual college recognition. Those factors were Geographic Area, Gender and Age Group.

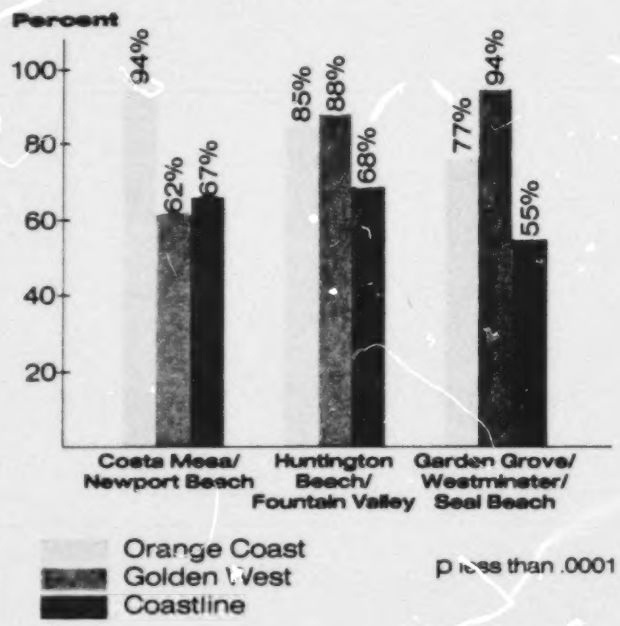
Table 1
Overall Recognition by College

College	# of Respondents	Percent**
Orange Coast	467	86%
Golden West	427	78
Coastline	350	64

**Since some respondents were familiar with more than one college, these are duplicated counts and the percentages are not additive.

College Recognition & Geographic Area

Figure 4
College Recognition by Geographic Area

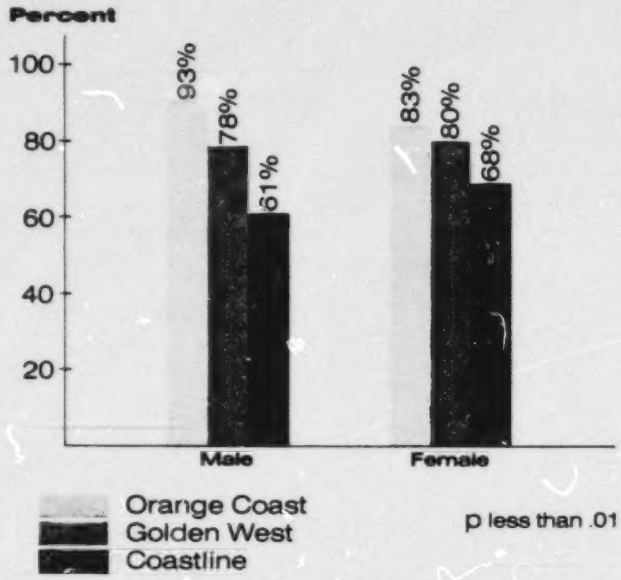


The relative order of individual college recognition within the geographic areas differed considerably from the overall recognition pattern. In the Costa Mesa/ Newport Beach area Orange Coast had a very high recognition level with Coastline and then Golden West grouped closely together farther down the scale. In the Huntington Beach/Fountain Valley area Golden West had the highest recognition level followed closely by Orange Coast and then Coastline. In the Garden Grove/Westminster/Seal Beach area Golden West had a very high recognition level followed by Orange Coast and then Coastline.

The recognition levels for Coastline were fairly stable across the geographic areas. This is consistent with the fact that Coastline College offers courses in facilities located throughout the entire Coast District. The recognition patterns for the other two colleges seem to suggest that recognition is related to the physical proximity of the campus.

College Recognition & Gender

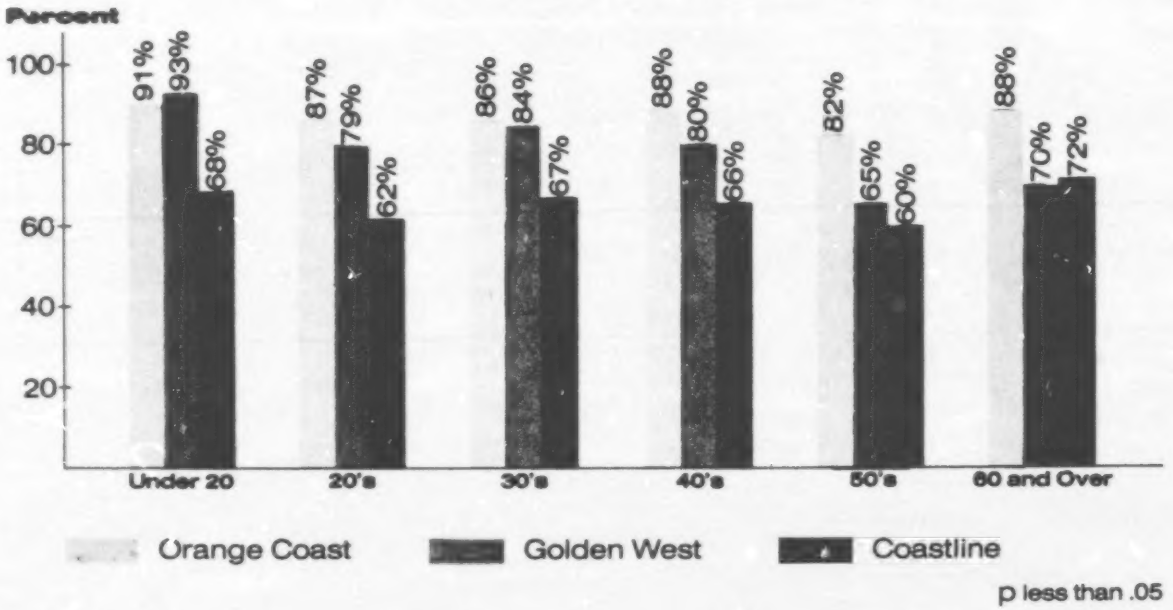
Figure 5
College Recognition by Gender



The relative order of college recognition was the same for both male and female respondents. This relative order of recognition was the same as for the overall sample except that there was almost no difference between Orange Coast and Golden West among females. Orange Coast had higher recognition among males than females while Coastline had higher recognition among females. Golden West College was recognized about equally by males and females. The female respondents were more consistent in their recognition with only fifteen percentage points separating the colleges while the high and low recognition levels among males were separated by thirty-two percentage points.

College Recognition & Age

Figure 6
College Recognition
by Age Group



p less than .05

College recognition patterns by age group varied somewhat from the overall sample. The order of recognition among the oldest and youngest groups differed from the overall recognition pattern. Coastline had its highest recognition level among the "60 and over" group while both Orange Coast and Golden West had their highest recognition levels among the "under 20" group. Orange Coast had the most consistent recognition across age groups with only nine percentage points separating the highest and lowest levels. Recognition of Golden West, across the age groups, varied much more than for the other two colleges with twenty-eight percentage points separating the highest and lowest levels.

SOURCES OF INFORMATION ABOUT PROGRAMS AND SERVICES

If we are to communicate effectively with the community about the programs and services offered by the Coast Community Colleges, it is important to know which channels of communication are actually used by the community to receive the information we are presenting. This knowledge will allow us to determine which media are most efficient in reaching the intended audience. In order to learn more about the information sources used by the community, survey respondents were asked how they obtained information about the programs and services offered by the Coast Community Colleges. The following table summarizes the overall response by information source.

Table 2
Sources of Information About the Coast Community Colleges

Source	# of Respondents	Percent**
Television	2	*
KOCE	4	*
Radio	1	*
Newspaper	56	10%
Brochures	425	79
Schedules	253	47
Personal Contact	94	17
Other	16	3

*Less than 1%
**Since some respondents indicated more than one source, these are duplicated counts and the percentages are not additive.

Table 2 shows that only four information sources were used by 10% or more of the respondents. Of the four, only mailed brochures and class schedules were predominant sources of information. Newspapers were a source of information for only one out of ten respondents, while radio and television were, in general, not considered to be sources of information about Coast programs and services.

The four major information sources were examined in relationship to all of the demographic variables in an attempt to discover any patterns or relationships which might further clarify how people learn about our programs and services. Three of the demographic variables, Geographic Area, Type of Residence, and Ethnicity proved to be of interest.

Information Sources & Geographic Areas

Table 3
Major Information Source by Geographic Area

Major Source	Percent** CM/ NB	HB/ FV	GG/ W/SB
Newspaper	16%	7%	9%
Brochures	78	79	90
Schedules	57	30	71
Personal Contact	20	13	24

**Since some respondents indicated more than one source, these are duplicated counts and the percentages are not additive.

Mailed brochures were an information source for a large majority of the people in all three geographic areas, particularly in the Garden Grove/Westminster/Seal Beach area where 90% of the respondents cited mailed brochures as an information source. There was wide variation in the identification of class schedules as an information source. Only 30% of those living in the Huntington Beach/Fountain Valley area cited class schedules as an information source, in contrast to 71% of those in the Garden Grove/Westminster/Seal Beach area. People in the Huntington Beach/Fountain Valley area were somewhat less likely to get information via personal contact. Respondents in the Costa Mesa/Newport Beach area were slightly more likely than those in the other two areas to indicate newspapers were an information source.

Information Sources & Residence Type

Table 4
Major Information Source by Type of Residence

Major Source	Percent** House	Apt	Condo/ Town	Mobile or Other
Newspaper	13%	8%	6%	11%
Brochures	83	78	76	74
Schedules	47	56	32	58
Personal Contact	20	12	19	11

**Since some respondents indicated more than one source, these are duplicated counts and the percentages are not additive.

The most important observation that can be made from this table is that our mailed brochures were identified as an information source by a substantial majority of those living in all types of residences. In the past, there has been some concern that our mailed informational materials might not be reaching District residents who live in apartment complexes. The results from the survey clearly show that this is not the case.

One major difference in information sources by residence type was associated with class schedules. People living in condominiums or townhouses were much less likely than others to report class schedules as an information source.

Information Sources by Ethnicity

Table 5
Major Information Source by Ethnicity

Major Source	Percent** White	Non-White
Newspaper	10%	15%
Brochures	81	74
Schedules	49	44
Personal Contact	17	33

**Since some respondents indicated more than one source, these are duplicated counts and the percentages are not additive.

The most notable difference shown in this table is that non-white respondents were twice as likely as whites to indicate "personal contact" as a source of information about Coast programs and services. In addition, non-whites were somewhat less likely to depend on our mailed information materials and somewhat more likely than whites to consider the newspaper an information source.

Newspapers and Radio

Both radio stations and newspapers are media forms that are characterized by a number of different firms competing with each other for the advertising dollar. Since the Coast Community Colleges must try to make the most effective use of advertising dollars, newspapers and radio stations were the subject of certain questions in the survey. Respondents were asked if they read a newspaper on a regular basis and, if so, to provide the name of the paper and that of a second paper if more than one is read regularly. Respondents were also asked to identify their first and second choice favorite radio stations, if any.

Table 6 shows that only three newspapers emerged with substantial readership within the community. Among those respondents who regularly read a newspaper, the Los Angeles Times was the strong favorite followed by the Santa Ana Register and the Daily Pilot. All the other newspapers combined accounted for only 4% of the regular newspaper readers. Among those who also read a second paper, the Daily Pilot was the clear-cut favorite at 52%.

Table 6
Newspapers Read Regularly

Newspaper	# of Respondents	Percent
Los Angeles Times	218	51%
The Register	143	34
Daily Pilot	46	11
All Others	19	4

The information on radio stations was somewhat more ambiguous than that obtained about newspapers. Of the thirty-nine radio stations mentioned by the respondents, not one was a favorite of even 10% of the community. Results from the survey indicate that if the Coast Community Colleges wanted to reach even 40% of the community with a radio announcement, we would have to place that announcement on at least twelve different radio stations.

Preferred Information Sources

Knowing which information sources are currently used by the community tells us only part of what we need to know about reaching our intended audience. All survey respondents were asked, as residents of the District, what they felt was the best way for the District to provide information about the programs, events and services offered by the colleges. "Direct mail" was the overwhelming choice, being favored by 87% of the respondents. The distant second-place choice was "newspapers," favored by 8% of the respondents, and all other forms of communication mentioned accounted for only 5% of the respondents.

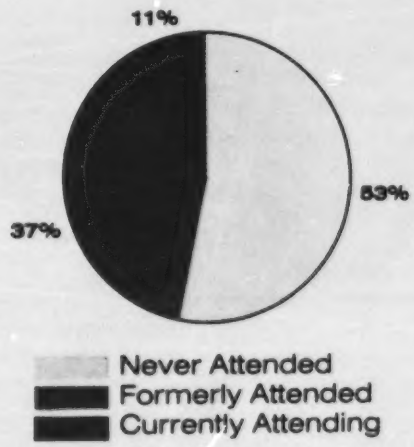
The survey findings clearly indicate that information materials mailed directly to the home are viewed by the community as the best way for the Coast Community Colleges to provide information about programs and services. More importantly, it is the mailed brochures and class schedules that community residents depend on for information about Coast offerings.

COAST COLLEGE ATTENDANCE

Probably the best measure of the effectiveness of "The Coast Message" is the extent to which community residents take advantage of our offerings and actually attend our colleges. Figure 7 shows that 48% of the survey respondents had attended one or more of the Coast Community Colleges.

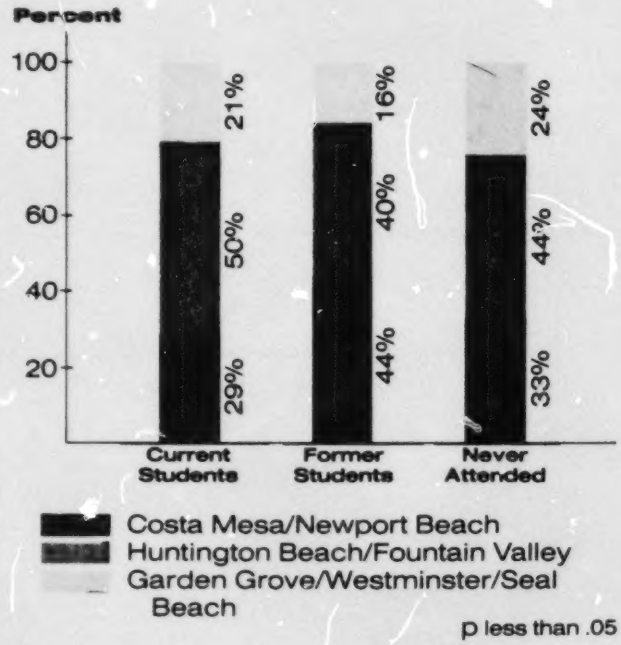
Analysis of the survey findings in this area revealed that Coast Student Status was statistically related to a number of the demographic variables. Of particular interest are those areas where the characteristics of the current students differ from those of the former students.

Figure 7
Coast Student Status



Coast Student Status & Geographic Area

Figure 8
Geographic Area by Student Status

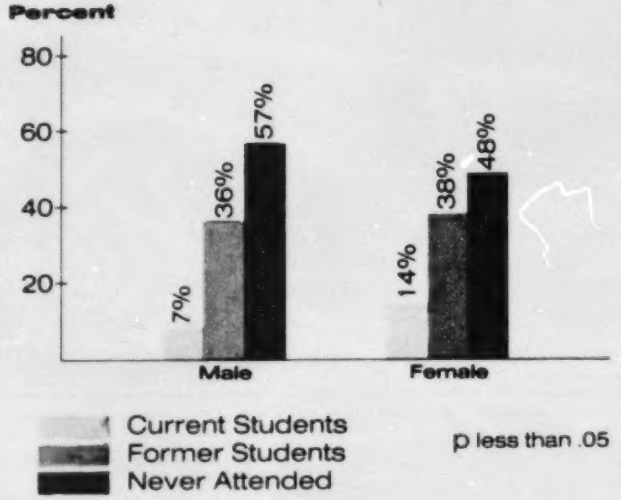


p less than .05

The relationship displayed here suggests a change in the geographic sources of our students. The geographic distribution of respondents who have never attended the Coast colleges very closely matches the geographic distribution of all the survey respondents combined. However, that pattern does not hold for former and current Coast students. People in the Costa Mesa/Newport Beach area accounted for 44% of the former students, but only 29% of the current students. By contrast, Huntington Beach/Fountain Valley residents represented 40% of the former students and one out of every two current students. The proportion of current students residing in the Garden Grove/Westminster/Seal Beach area was somewhat higher than their proportion of former students.

Coast Student Status & Gender

Figure 9
Student Status by Gender

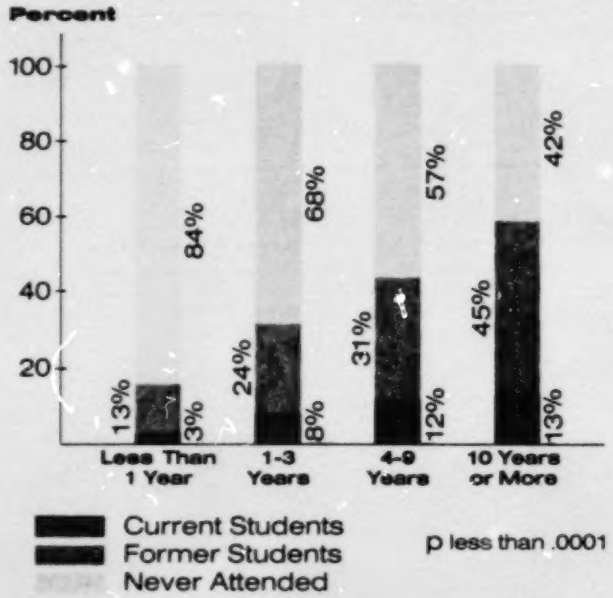


p less than .05

The relationship displayed here reflects the increase in college participation among women during the last few years. The percentages of male and female respondents reporting that they were former Coast students were about equal. However, female respondents were twice as likely as males to identify themselves as current students. Males were more likely than females to have never attended one of the Coast Community Colleges.

Coast Student Status & Time in Orange County

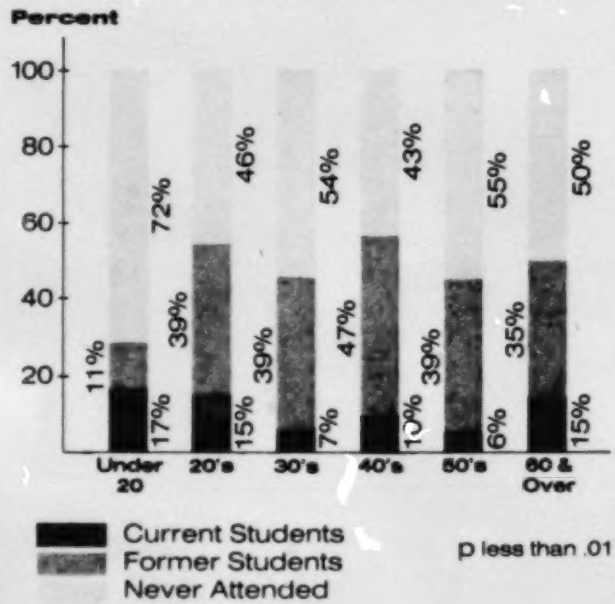
Figure 10
Student Status by Period of Residence in Orange County



The relationship displayed here is not unexpected in that the longer period of time a respondent had lived in Orange County, the more likely they were to have been either a former or current student. The surprising aspect of this particular set of data is the fact that 16% of those living in the county less than one year had attended one of the District's colleges The fact that the Current Student participation rate increases over time suggests that there is still a relatively untapped potential for students among newcomers to the community.

Coast Student Status & Age

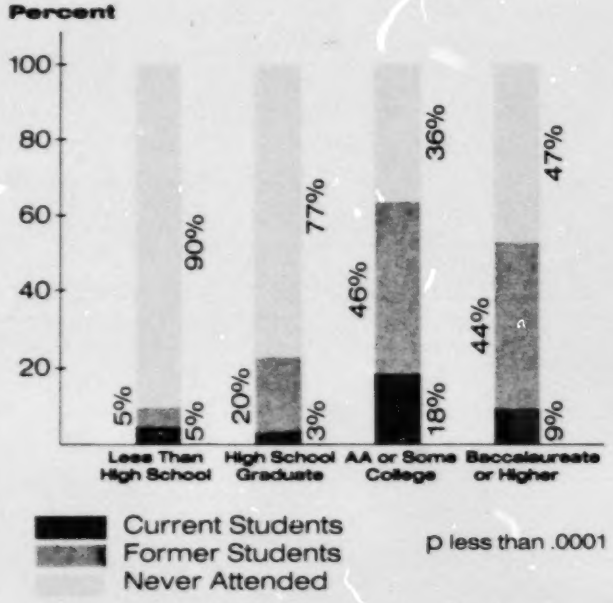
Figure 11
Student Status by Age Group



Probably the most interesting aspect of the relationship displayed here is that those in the 60 and over age group were just as likely to be current students as those respondents in their twenties, and nearly as likely as those under age twenty. People in their forties proved to be an interesting group in this analysis. They were more likely than any other group to have had some experience as a student at one of the Coast colleges. It is particularly interesting to note that percentages for both former students and current students were higher for people in the forties age group than for those in either their thirties or fifties. It was not unexpected to find that people under age twenty were the least likely group to have had former student experience with the Coast colleges.

Coast Student Status & Education Level

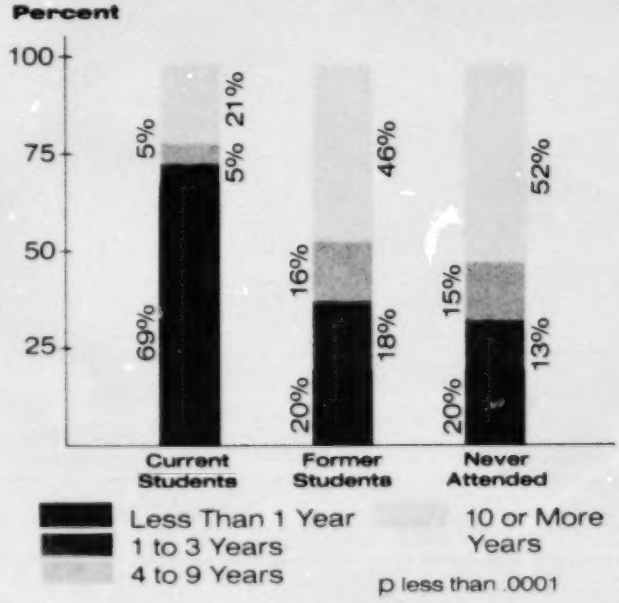
Figure 12
Student Status by Education Level



Those respondents who had completed some form of college level education were also more likely to have taken classes at the Coast Community Colleges. It is particularly interesting to note that more than half of those who had completed a baccalaureate or higher degree were also either former or current Coast students. As expected, the highest level of participation as Coast students was found among those who had completed an associate degree or who had some college experience. Participation dropped off noticeably for those who had not completed high school. Among those respondents who identified themselves as high school graduates, 20% were also former Coast students; however, only 3% of this group reported they were current students.

Student Status & Time Since Last Schooling

Figure 13
Time Since Schooling Completed by Student Status



The distribution by time away from school was remarkably similar for former Coast students and for those who had never attended one of the Coast Community Colleges. There would be no reason to expect that the college-going patterns of former Coast students would differ from those who attended other schools. The current student group, however, provides a most interesting contrast. The large percentage of current students who had been away from school for less than a year reflects the fact that many of these people are merely continuing their studies. The most notable fact is that 21% of the current students had been away from school for ten years or more, outnumbering the one-to-three-year group and the four-to-nine-year group by a four to one margin.

Student Satisfaction

The 261 respondents who had either attended one of the Coast Community Colleges in the past or were current students were asked to indicate the extent to which they were satisfied with their educational experience. Eighty-two percent said they were "very satisfied" while 13% said they were "somewhat satisfied." Less than favorable responses were minimal, with 2% reporting they were "not too satisfied," 2% "not satisfied at all' and 1% with "mixed feelings."

The high satisfaction level generally held across all categories of the various demographic variables. The only exception was a relationship between student satisfaction and gender.

Table 7
Respondent Satisfaction with Educational Experience by Gender

	Percent	
Rating	**Male**	**Female**
Very Satisfactory	72%	88%
Somewhat Satisfactory	20	9
Not Too Satisfactory	2	2
Not At All Satisfactory	4	*
Mixed Feelings	1	1
No Opinion	1	*

p less than .05
*Less than 1%.

As Table 7 shows, female respondents expressed a higher degree of satisfaction with their educational experiences at the Coast colleges than did the males.

Attendance of Other Household Members

In addition to questions about their own attendance at the Coast colleges, survey respondents were asked about the attendance of other household members. Forty percent of the respondents indicated that other household members had either attended in the past or were currently attending.

Since many of the survey respondents lived by themselves and had no other household members, the one-person households were subtracted from the base and the percentage figure was re-calculated. This new figure, percent of households with other household members who attended Coast colleges, was 49%. This is remarkably close to the 48% attendance figure for direct respondents to the survey.

If this group of "other household members" can be considered as an independent random sample of community residents, the finding discussed here serves to further validate the major survey finding that nearly half of the adult residents of the community have had some type of educational experience at one or more of the Coast Community Colleges.

IN SUMMARY

It is apparent from the survey findings that the Coast Community Colleges enjoy high visibility within the community. This provides testimony to the overall success of efforts to promote the Coast Community Colleges. It is important to note that individual college recognition did vary with certain factors such as Geographic Area and Age Group. This finding suggests that there may be some new opportunities for the promotional efforts of the individual colleges. It is also important to note that certain characteristics such as Ethnicity, Income and Residence Type were **not** factors in the recognition levels of the colleges.

The predominant source of information about our programs and services proved to be the brochures and class schedules mailed directly to the home. Especially important was the fact that these mailed materials were widely utilized by those residents living in apartment complexes. Even more important was the fact that direct mail was the preferred information source for an overwhelming majority of the survey respondents, in spite of occasional complaints.

The survey findings suggest that nearly half the adult population in the District has had some form of educational experience with the Coast Community Colleges. It was interesting to note that attendance at the Coast colleges proved to be related to a number of the demographic characteristics. This suggests that there are opportunities for targeting marketing efforts toward certain groups that are not likely to have attended in the past.

A most welcome finding was the high degree of satisfaction expressed by the respondents who were either current or former students at the Coast Community Colleges. It is also important to note that the level of satisfaction generally remained high across the entire spectrum of respondents, regardless of their individual characteristics.

The "Coast Message" is our way of providing our community with information that can help them to improve many dimensions of their lives. The 1980 Community Survey demonstrated that we are successfully delivering the "Coast Message" and that there are also opportunities for improvement.

REPORTS FROM THE 1980 COMMUNITY TELEPHONE SURVEY

REPORT NO. 1
COAST CONVERSATIONS: An overview of the 1980 Community Telephone Survey and Demographic Description of the Respondents.

REPORT NO. 2
THE COAST MESSAGE: An Examination of the Extent to Which Basic Marketing Efforts are Reaching the Community.

REPORT NO. 3
THE COMMUNITY JOINING US: An Analysis of Previous Attendance and Future Interest in Community Service Activities.

REPORT NO. 4
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